



Marisa Bertha

Chief Strategy Officer
Liquid Death

Marisa Bertha is Chief Strategy Officer at Liquid Death, the healthy beverage company and one of the fastest-growing non-alcoholic brands. Since joining in 2022, she has driven the company's growth strategies by accelerating top line sales, expanding retail distribution, and successfully entering additional beverage categories. She leads fundraising and investor relations efforts, helping the company raise over \$150 million and achieve a \$1.4 billion valuation.

Prior to Liquid Death, Marisa spent nearly a decade at 7-Eleven, where she served as Vice President of Growth and Head of 7-Ventures, the company's corporate venture arm. She managed sourcing, diligence, and deal structuring for dozens of investments, primarily high-growth beverage brands. Her portfolio achieved top quartile venture capital returns and had three exits. She served as a board observer for three portfolio companies. In parallel to leading the venture arm, Marisa pioneered the 7-Eleven emerging brands strategy, built the merchant team from the ground up, launched the nationally recognized annual Brands with Heart showcase, and tested hundreds of better-for-you products in thousands of 7-Eleven stores nationwide.

Marisa began her career at Deloitte Consulting working with Fortune 500 clients in the retail and TMT sectors. She holds a BBA from Southern Methodist University and an MBA from Duke University's Fuqua School of Business. She is a 2025 Henry Crown Fellow of the Aspen Institute and a member of the Aspen Global Leadership Network. Marisa resides in Dallas, Texas, with her husband and two energetic children.

